

The following Listing of the Claims will replace all prior versions and all prior listings of the claims in the present application. Any changes or deletions are without prejudice or disclaimer of Applicant's right to present prior versions at a later time-e.g., in this application or in a continuing application.

Listing of the Claims:

8. (Twice Amended) An electronic commerce system for communicating with a user via a client machine of the user connected to a global computer network, the system comprising:

- a server connected to the global computer network;
- a database, accessible to the server, storing the identity of the user, a plurality of contacts designated by the user, and contact information facilitating communication with the contacts;
- a graphical user interface suitable for displaying a web page provided by the server, the graphical user interface attached to the client machine;
- an order designated and entered via the graphical user interface, the order designating at least one product from a list of products accessed via the graphical user interface;
- a message from the user recommending ~~the~~ a purchased product purchased by the user in the order, the message pertaining to the order and entered via the graphical user interface for transmitting to at least one of the contacts; and wherein
- the server transmits the message to the at least one contact

9. (Previously Amended) The system of claim 8 wherein the server is configured to monitor whether the at least one designated contact subsequently purchases a product to facilitate reward of the user.

10. (Original) The system of claim 8 wherein the list of products comprises goods, services, or goods and services.

11. (Previously Amended) The system of claim 10 wherein the list of products is embedded in computer instructions.

12. (Previously Amended) The system of claim 10 wherein the list of products is stored in a computer accessible over the network.

13. (Previously Amended) The system of claim 8 wherein the client machine is configured to display the interface and to transmit to the server (i) the list of products, (ii) the contact, and (iii) the message.

14. (Previously Amended) The system of claim 8 wherein the server is further configured to process orders for products, the server checking for credit entries in the database when processing an order from the user and to adjust the order based on any located entries.